Vernon Mixed-Use District Specific Plan and Program EIR

Stakeholder Advisory Committee Meeting #1
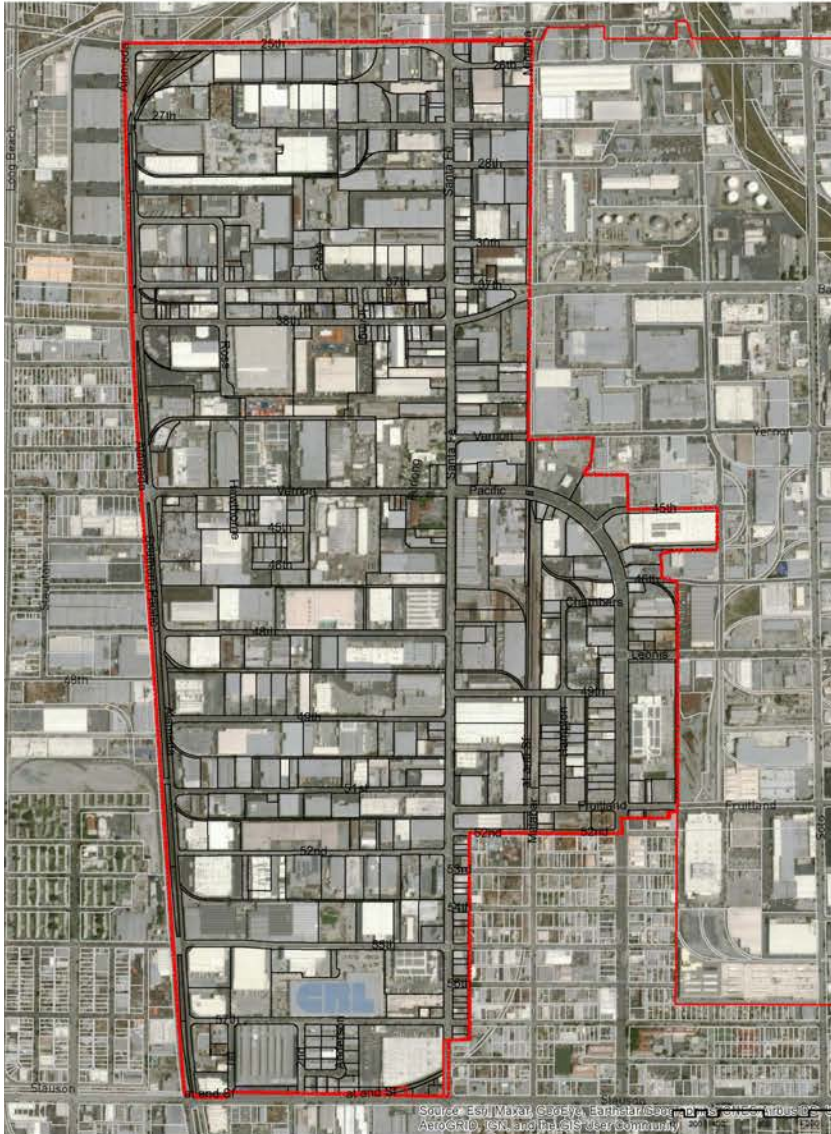February 2, 2021

Purpose of the Project

We are here to prepare the next step in Vernon's long historical evolution:

1. Respond to long-term economic changes

2. Maintain Vernon's competitive advantage as a center of production

3. Create a more prosperous, diversified and resilient community with a strong positive identity

Components of a Specific Plan

Vision:

1. Consensus direction for the evolution of the district over the next ~30 years

2. Vision Statement + Urban Design Framework

Regulation:

1. Unique zoning regulations
   a) Use regulations
   b) Design guidelines
   c) Public realm standards

2. Program EIR which allows future CEQA analysis to be streamlined

Implementation:

1. Catalytic development projects

2. Capital Improvement Projects

3. Funding & Phasing

The Arroyo Group + LOHA Team

THE ARROYO GROUP
Planning, Engagement, Project Management

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Traffic Analysis
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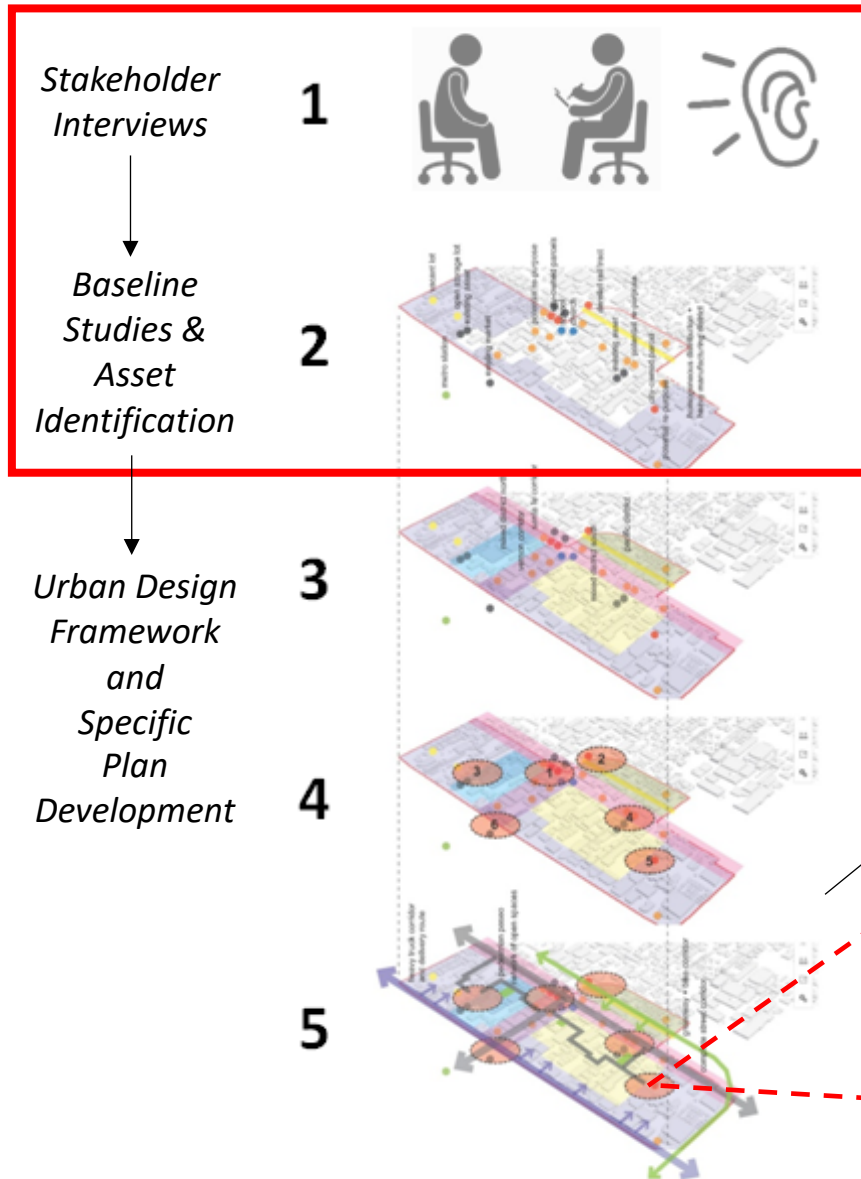
Potential Specific Plan Goals

1. **Diversify** and reorient the Westside's land uses to take advantage of changes in the economic landscape of Southern California

2. Maintain the City's competitive advantage as a **center of production**

3. **Increase the residential population** in order to help meet regional needs, increase access to proportionally allocated funding and provide more voters and candidates for elected office, strengthening the City's long-term governance

4. Strengthen and provide long-term stability to the City's **fiscal position**

5. **Increase amenities** available to local residents and workers

6. Create a **physical environment** that is supportive of diversified land uses, welcoming to the larger region, and enhancing to the City's image and identity
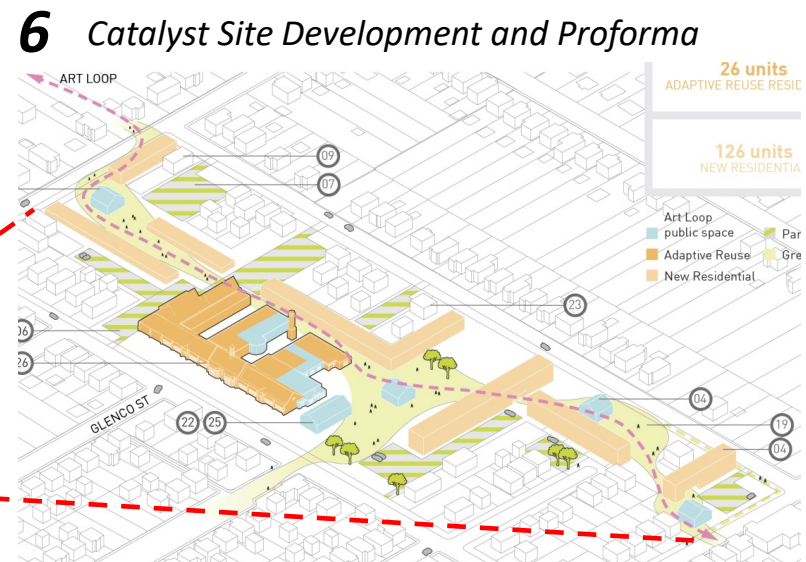
5 Baseline Studies Overview

Visioning Process

Stakeholder Interviews

1

Baseline Studies & Asset Identification

2

Urban Design Framework and Specific Plan Development

3

4

5

- Today – Overview of Steps 1 & 2 – Analysis Phases
  - Data gathering
  - What opportunities for new uses are there?
  - Where are there opportunities for change?

- "Baseline Studies and Opportunities and Constraints" Report, available at ReimagineVernon.com

- Nothing in this presentation should be taken as recommendations yet

6 Catalyst Site Development and Proforma

Frog-town

Arts District

Vernon

Smoky Hollow

Industrial Performance by Area

	SPA	Frogtown	Smoky Hollow	Arts District
Rent (2015)	$8.63	$12.36	$13.75	$30.77
Rent (2020)	$12.70	$22.79	$24.00	$23.79
Change	+47%	+84%	+75%	-23%

■ Rent (2015) ■ Rent (2020)

Examines the makeup and performance of the Vernon Westside real estate market and compares it to three other industrial mixed-use areas.
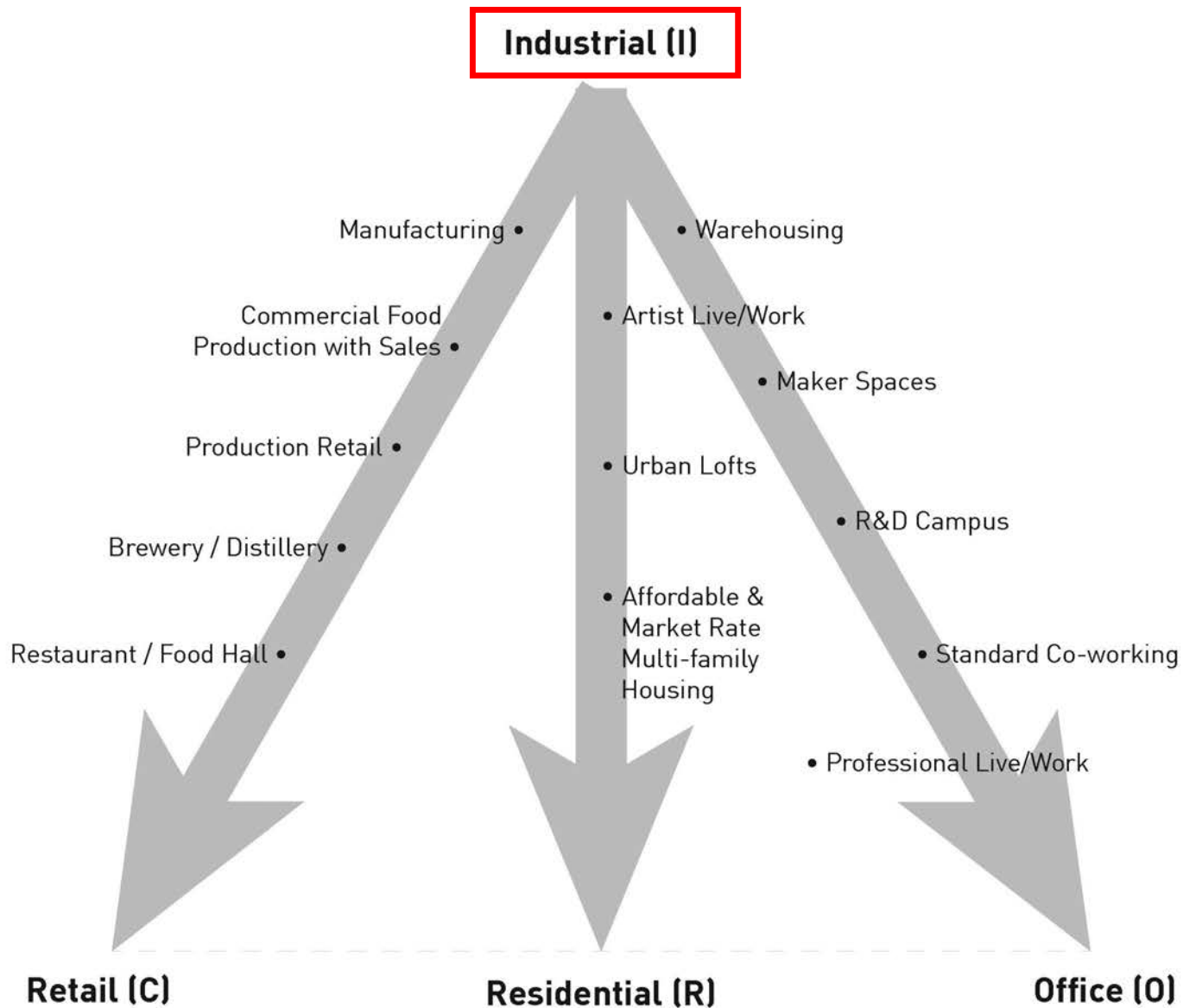
1. The industrial market in Vernon is performing well, with increasing rents and low vacancy.

2. Mixed-use industrial areas attract users who want flexible permitted uses such as breweries, distilleries, coffee roasters and studios.

3. Mixed-use industrial areas tend to achieve higher rents, both for industrial and non-industrial uses.

4. Office and residential uses tend to be more significant drivers of neighborhood transformation than new retail. However, retail is an important amenity.

Industrial (I)

Manufacturing •

• Warehousing

Commercial Food
Production with Sales •

• Artist Live/Work

• Maker Spaces

Production Retail •

• Urban Lofts

• R&D Campus

Brewery / Distillery •

• Affordable &
Market Rate
Multi-family
Housing

Restaurant / Food Hall •

• Standard Co-working

• Professional Live/Work

Retail (C)

Residential (R)

Office (O)

Market Scan (Ch. 3)

R1(b) Live/Work Residences

C2(d) Brewery/Distillery

R Primarily Residential Uses
- **R1 Multi-family**
  - R1(a) Employee Housing
  - R1(b) Live/Work Residences
  - R1(c) Affordable Housing
  - R1(d) Permanent Supportive Housing
  - R1(e) Professional Co-living / Hostel
  - R1(f) Urban Lofts
  - R1(g) Executive Apartments (Furnished)
  - R1(h) New Build Multi-family - Mid to High-rise
  - R1(i) Vertical Mixed Use
  - R1(j) Horizontal Mixed Use

- **R2 Short-term**

O Primarily Office Uses
- **O1 Single Tenant**
  - O1(a) Production Studios
  - O1(b) R&D Campuses
  - O1(c) Technology and Flex Use Businesses

- **O2 Shared**
  - O2(a) Co-working
  - O2(b) Maker Spaces

C Primarily Retail Uses
- **C1 Retail**

- **C2 Production Retail**
  - C2(a) Café + Coffee Roaster
  - C2(b) Production Fashion
  - C2(c) Production Furniture
  - C2(d) Brewery/Distillery
  - C2(e) Commercial Food Production with Sales

- **C3 Restaurant**
  - C3(a) Food Hall
  - C3(b) Restaurant with Courtyard Dining

- **C4 Market**
  - C4(a) Farmers Market (Food)
  - C4(b) Mixed-use Market

- **C5 Art Galleries**

I Primarily Production/Industrial Uses
- **I1 Manufacturing**
  - I1(a) Manufacturing Facility

- **I2 Warehousing**
  - I2(a) Warehouse
  - I2(b) Mini Distribution Center

- **I3 Emerging Industrial**
  - I1(a) Cannabis Growing Facility
  - I2(b) Electric Car Recharge Facility
  - I3(c) Data Center

H Hospitality
- **H1 Hotel**
  - H1(a) Repurposed Historic Building
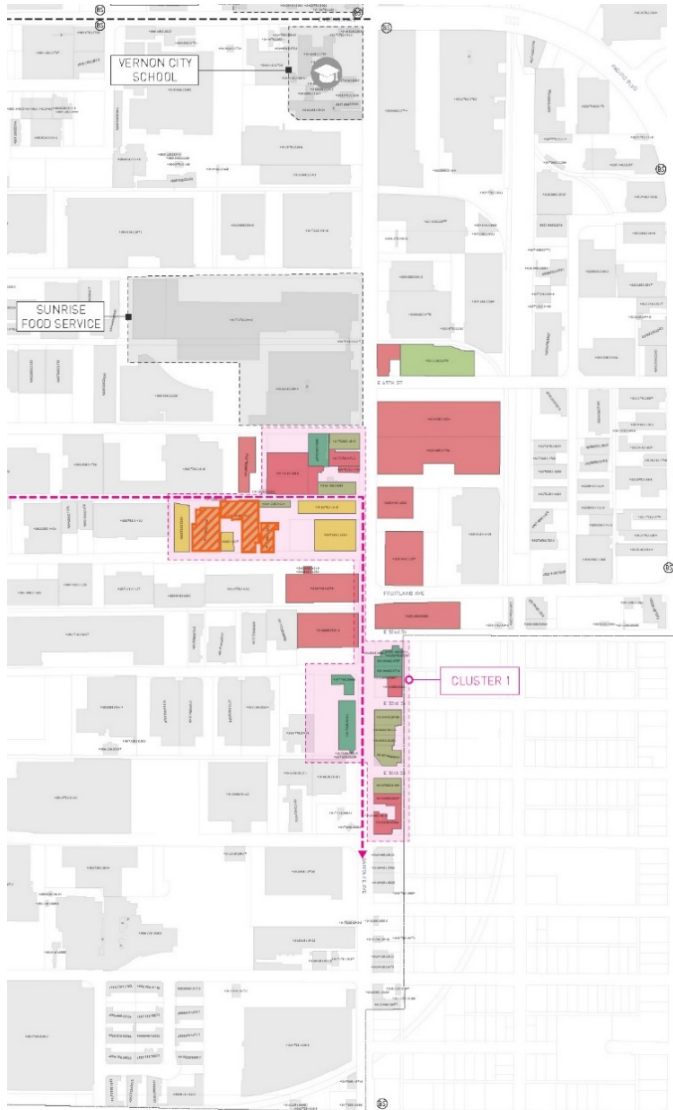 - H1(b) New Build Modern

IN Institutional
- **I1 Education**
  - IN1(a) Commuter Learning Campus

Building Assessment and Asset ID (Ch. 4)

1. Primary Selection Criteria:
   a. **Existing Condition Viability** (*primary driver*)
   b. Adaptive Re-use Rating
   c. Proximity to Transit and City Center
   d. Proximity to Other Viable Assets
   e. Program Compatibility

2. Arts District Experience – building on existing assets as a driver for transformation

3. Clustering Approach

4. Asset Rating System

5. Analysis as a Guide for Further Evaluation

Legend

Vernon SP Clusters

- Cluster 1
- Cluster 2
- Cluster 3
- Cluster 4

CLUSTER 1

a. Existing Condition Viability Mapping

Vacant, Prime for Development

Less Active and Potential for Rehabilitation

Active and Potential for Rehabilitation

Active and Already Rehabilitated

Active, Not rehabilated, Less potential
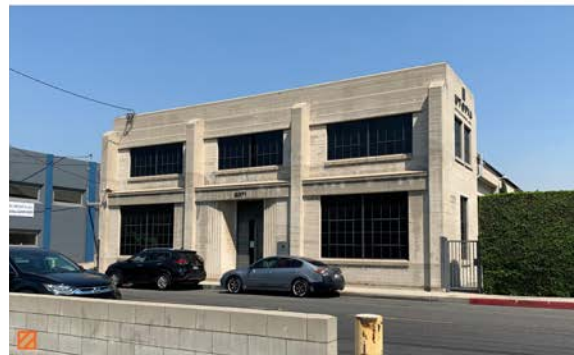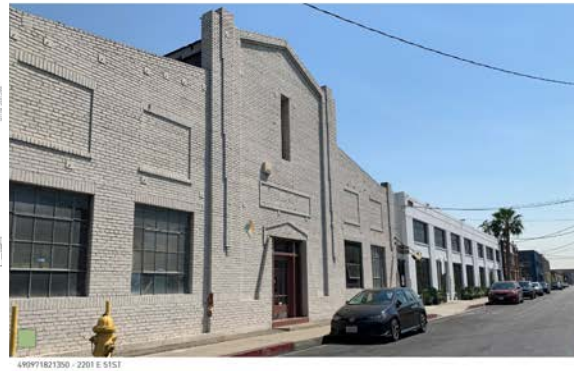
1. Detailed GIS parcel analysis conducted to help uncover less obvious sites for potential redevelopment

2. A broad range of conditions were analyzed including parcel ownership, economics, traffic, environmental, and others

3. Composite mapping was assembled to summarize areas with the most favorable redevelopment conditions and to supplement or expand clustering potentials

4. Poor air quality, odor, noise and soil contaminants appear to affect the entire district and will need mitigation strategies for redevelopment
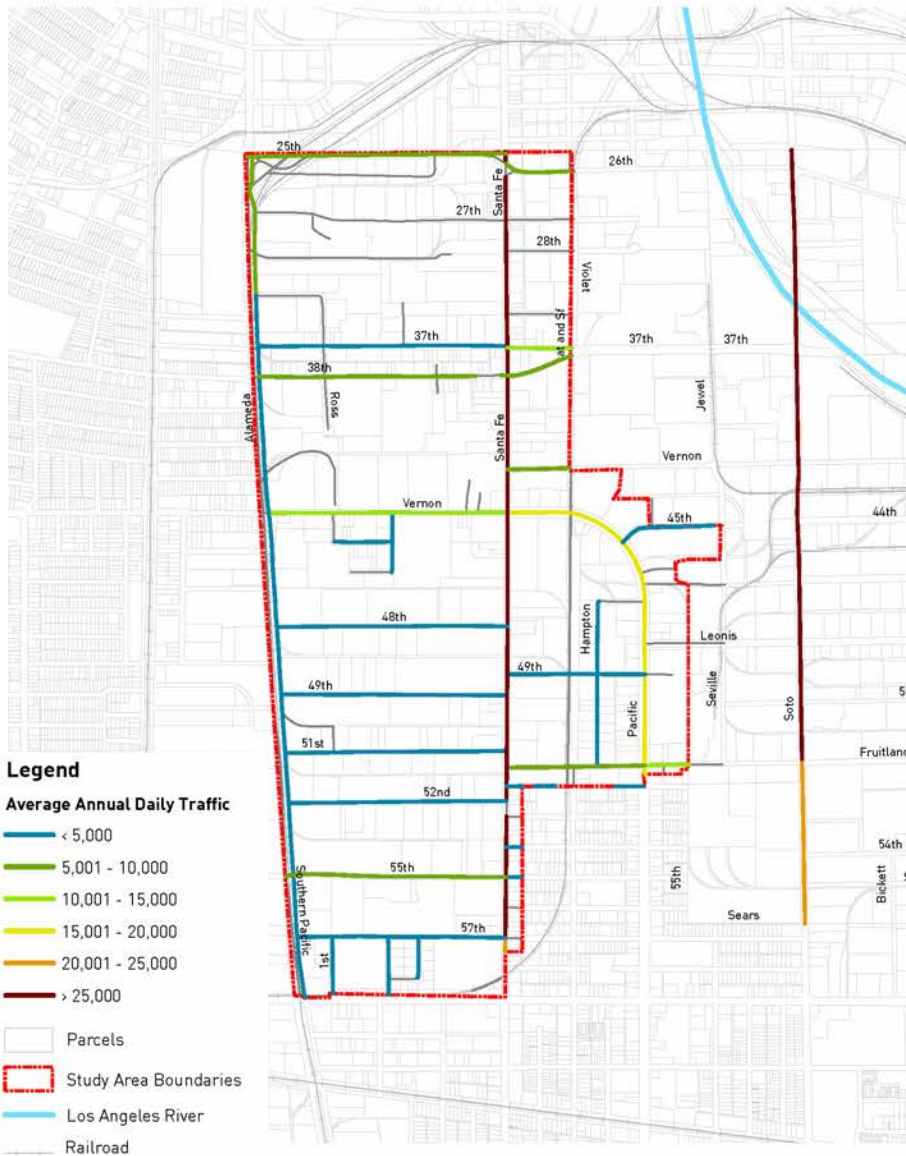
1. Transportation today overwhelmingly by automobile, but forthcoming WSAB rail line & LA River bike path nearby

2. North-south streets generally at capacity

3. Re-routing truck movement from particular streets, could open up opportunities for more hospitable street environment

4. Abandoned rail lines & large development sites could provide opportunities for greenways

Infrastructure (Ch. 7)

Infiltration

Pedestrian Greenway

1. No major capacity deficiencies for utility systems

2. Infrastructure systems could be much more sustainable, with benefits such as:
   a) Increases resilience to natural & economic shocks
   b) Long-term stabilization of costs
   c) Attraction of green industries, companies & talent

3. Sampling of opportunities:
   a) Expansion of recycled water system
   b) Green corridors along abandoned rail right-of-ways
   c) Siting of electric vehicle charging stations for cars, Metro buses and port-bound electric freight transport

Key Opportunities for Discussion
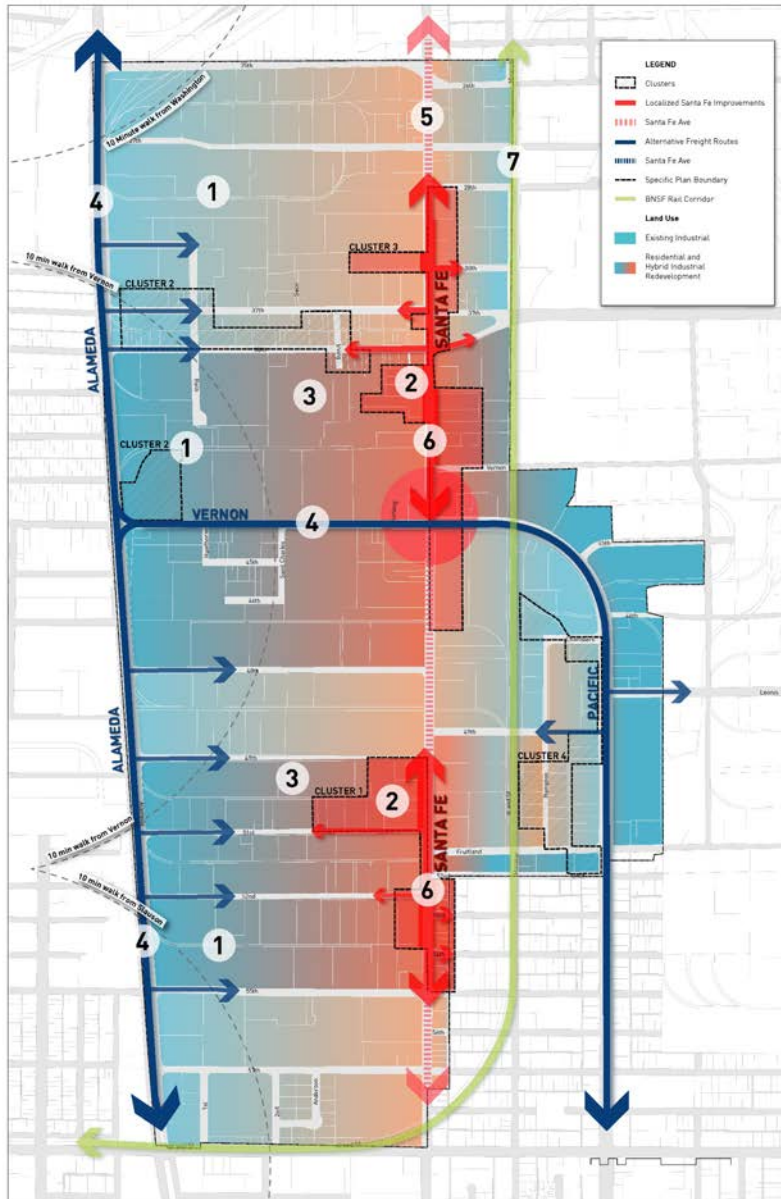
- **Preserve existing industrial land uses** and operations throughout the majority of the district.

- Focus initial redevelopment opportunities at **existing asset clusters** in and around the eastern edge of the district, including along Santa Fe Ave and the City Hall area.
  - North cluster: related to Arts District
  - South cluster: utilizing amenities in Huntington Park

- Transition redevelopment westward as opportunity and the market allows.

- Implement **traffic calming** measures to create a more pedestrian- and retail-friendly environment along Santa Fe Avenue within existing asset clusters, and encourage freight traffic to use other streets.